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Max Schling, Seedsman
New York, N.Y.

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★ OCT 31 1952 ★
U. S. Department of Agriculture

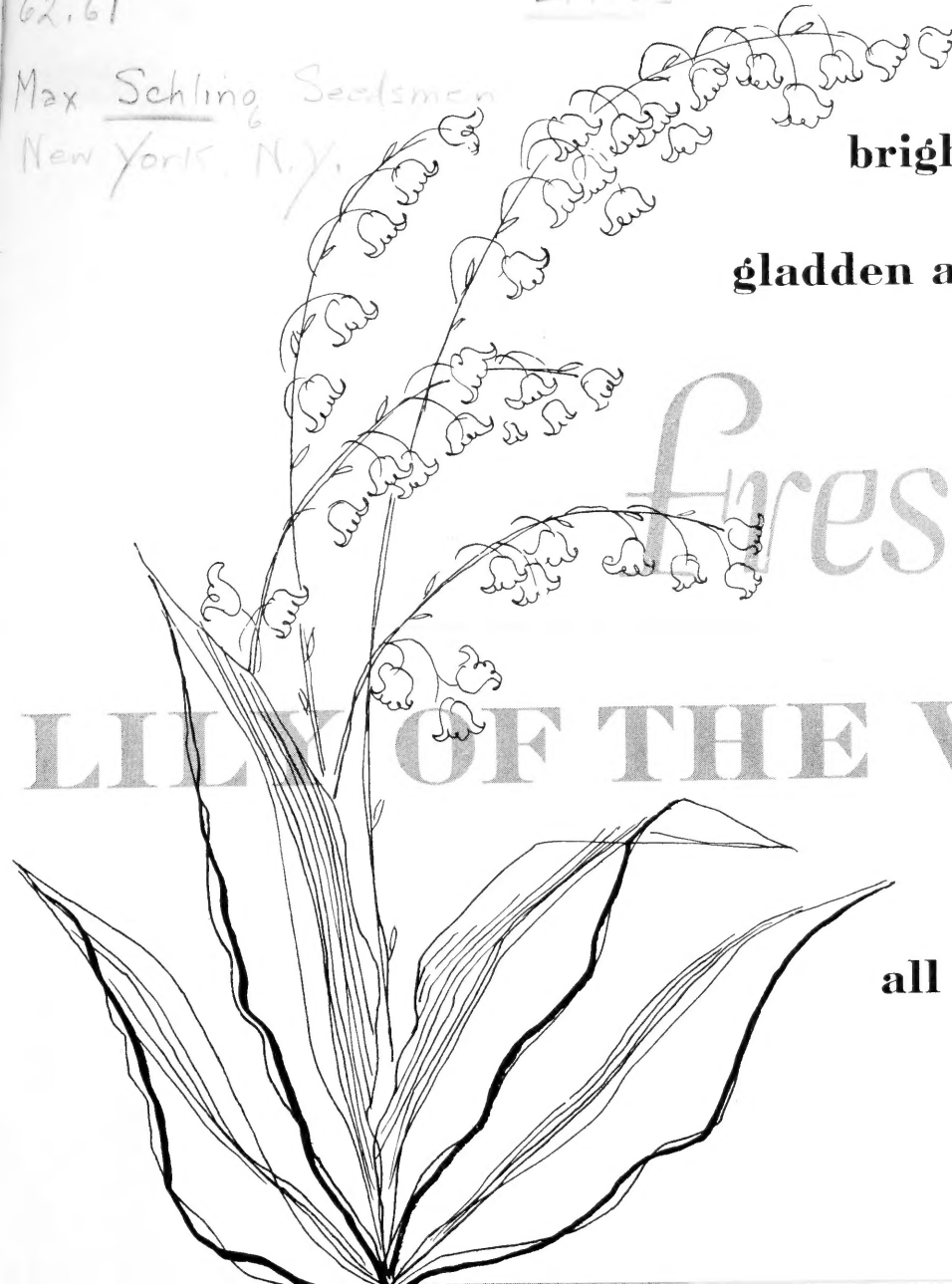
brighten your home...

gladden a friend with

fresh

LILY OF THE VALLEY

all winter long...



YOU ARE CORDIALLY INVITED TO BECOME A MEMBER OF THE

MAX SCHLING

LILY-OF-THE-VALLEY CLUB

for 1952-1953

The Lily-of-the-Valley Club is a unique plan which enables flower lovers to enjoy the beauty and fragrance of exquisite Lily-of-the-Valley blooms, growing right in their own home, all through the autumn, winter and spring.

*here's how
the plan
operates*

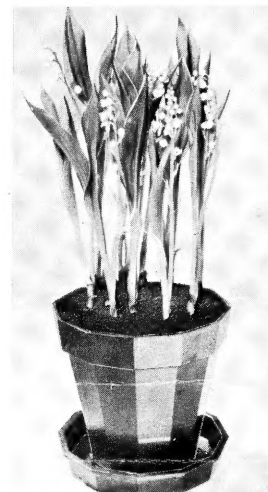
Order as many Lily-of-the-Valley pips as you wish. It is best to place your entire order for the season, *all at one time*, in advance. You get the advantage of the low quantity price for club members and are assured of delivery even though our supply is limited. We will split the order as you direct. The pips, in individual lots, will be sent on the dates specified—to any address, or different addresses, according to your instructions. By this "shipment-at-intervals" plan you can have a fresh container of Lily-of-the-Valley blooming right through the season.

*the
ideal gift
idea*

For that special gift what could be more thoughtful and original — than a handsome container planted with choice imported Lily-of-the-Valley pips? Here's the perfect remembrance for Christmas, New Years, Valentine's Day, Mother's Day, birthdays and anniversaries.

*pips will
bloom in a
few short
weeks*

All pips delivered from September to December 31st are last season's harvest, specially treated for forced blooming in 18 to 21 days. Pips shipped after December 31st, will be newly harvested and require 25 to 30 days to bring them to full bloom. As the season progresses, this growing period is gradually reduced to 21 to 25 days. Consult the table of blooming dates on the enclosed order envelope to guide you in ordering.



a. Plastic Pot in very attractive Bronze finish, top diameter $4\frac{1}{4}$ inches, planted with 10 Lily-of-the-Valley pips. Complete \$3.95, postpaid.

After the blooming period is over, plant the pips outdoors in spring and they will bloom all over again the following year.

*variety of
attractive
containers*

We have selected a large variety of attractive, graceful bowls as containers for these pips. Of course you can order the pips alone for planting in your own container if you wish. Or successive shipments can be planted in the original container after the first planting has ceased blooming. In addition to the containers illustrated, we have a full line of oblong, square, oval and round brass containers, in excellent taste. Available, all planted, from \$12 to \$25.

UNPLANTED LILY-OF-THE-VALLEY PIPS

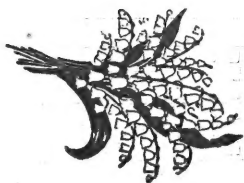
12 for \$2.75

25 for \$5.25

100 for \$19.50

1 Quart Bulb Fiber 25¢
(sufficient for planting 12 pips)





PLACE
STAMP
HERE

MAX SCHLING SEEDSMEN, INC.

618 MADISON AVENUE

NEW YORK 22, N. Y.

SHIP TO: _____

STREET _____

CITY _____ STATE _____

DATE _____

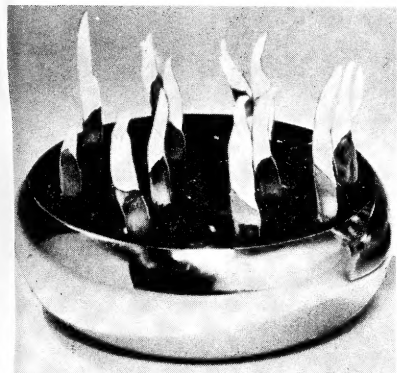
QUANTITY	DESCRIPTION	PRICE	TOTAL
	A (With 10 Pips)	\$3.95	
	B (With 12 Pips)	5.95	
	C (With 18 Pips) <input type="checkbox"/> Copper <input type="checkbox"/> Blood Walnut Finish <input type="checkbox"/> Mahogany Finish	8.95	
	C (With 30 Pips) <input type="checkbox"/> Copper <input type="checkbox"/> Blood Walnut Finish <input type="checkbox"/> Mahogany Finish	12.95	
	D (With 12 Pips)	6.95	
	E (With 16 Pips) <input type="checkbox"/> Copper <input type="checkbox"/> Blood Walnut Finish <input type="checkbox"/> Mahogany Finish	7.50	
	F (With 33 Pips)	22.50	
	G Hawaiian Orchid	3.00	
	H Butterfly Orchid Slab	2.00	
	Unplanted pips — 12 for	2.75	
	— 25 for	5.25	
	— 100 for	19.50	
	TOTAL		\$

Ship Week of	To Bloom	Ship Week of	To Bloom
Sept. 29th, 1952	Oct. 20th, 1952	Dec. 29th	Jan. 19th
Oct. 6th,	Oct. 27th	Jan. 5th, 1953	Feb. 2nd
Oct. 13th,	Nov. 3rd	Jan. 12th	Feb. 9th (Valentine's Day)
Oct. 20th,	Nov. 10th	Jan. 19th	Feb. 16th
Oct. 27th,	Nov. 17th (Thanksgiving Day)	Jan. 26th	Feb. 23rd
Nov. 3rd	Nov. 24th	Feb. 2nd	Mar. 2nd
Nov. 10th	Dec. 1st	Feb. 9th	Mar. 9th
Nov. 17th	Dec. 8th	Feb. 16th	Mar. 16th
Nov. 24th	Dec. 15th	Feb. 23rd	Mar. 23rd
Dec. 1st	Dec. 22nd (Christmas)	Mar. 2nd	Mar. 30th (Easter)
Dec. 8th	Dec. 29th (New Years)	Mar. 9th	Apr. 6th
Dec. 15th	Jan. 5th, 1953	Mar. 16th	Apr. 13th
Dec. 22nd	Jan. 12th	Mar. 23rd	Apr. 20th
		Mar. 30th	Apr. 27th

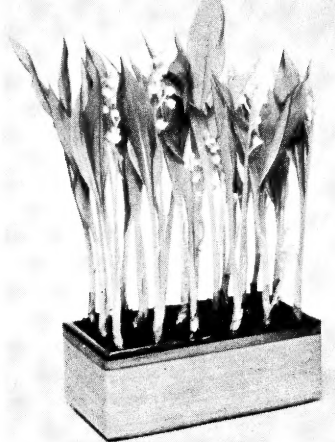
I enclose ☐ CHECK ☐ MONEY ORDER ☐ CHARGE TO MY ACCOUNT

Enclose your personal gift cards with orders or if you prefer we will gladly enclose one for you. List each name and address of gift recipients separately. Sent via parcel post anywhere in the U. S. A.

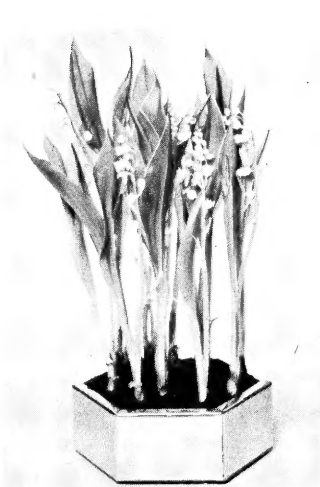
LV-52-53



b. *Classic solid copper round container, 6 inches in diameter, planted with 12 Lily-of-the-Valley pips. Complete \$5.95, postpaid.*



c. *Oblong bowl, in solid copper; or blond walnut or mahogany finished baked enamel; size 8 x 4 inches, planted with 18 pips. Complete \$8.95, postpaid. 14 x 4 inches, planted with 30 pips. Complete \$12.95.*



d. *Hexagon shaped solid copper container, new and unusual, 6 inches in diameter, planted with 12 pips. Complete \$6.95, postpaid.*

Planted containers of

various sizes and designs

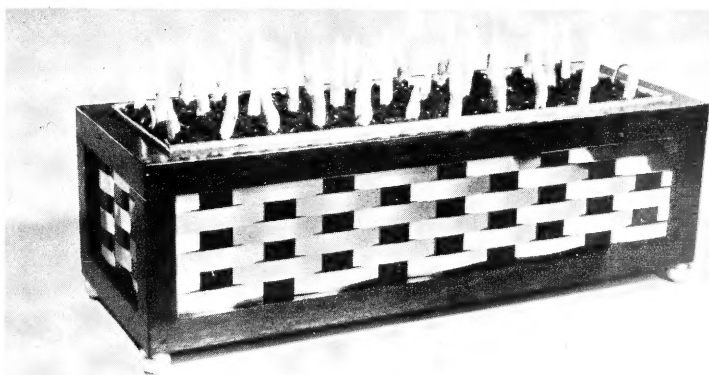
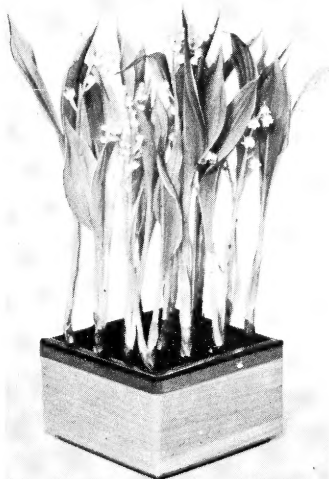
Place your entire order

now

because the supply
of these fine
Lilies-of-the-Valley
is relatively limited.

Your directions for
split shipments at
specified dates will
be carefully carried out.

e. *Square bowl, in solid copper; or blond walnut or mahogany finished baked enamel, 5 x 5 inches, planted with 16 Lily-of-the-Valley pips. Complete \$7.50 postpaid.*



f. *Handsome decorative planter of stained oakwood in mahogany or natural finish, with gold-toned brass weave. Size 16 x 5 3/4 inches. Planted with 33 Lily-of-the-Valley pips. Complete \$22.50, postpaid.*

When you receive any of the planters, pips are at the stage as shown in illustration above.

TWO THRILLING GIFTS!

Orchids anyone can grow!

**g. (top) Exquisite
"Butterfly Orchids"**

IN A "NATIVE" SETTING

These *Epidendrum tampense*, ready planted, will grow dozens of exotically fragrant miniature white blooms with purple throats. Wonderfully easy to grow, a crown of 10 or more bulbs is mounted on a highly decorative oak-bark slab, ready to hang or set anywhere.

\$2 postpaid

*Use the enclosed
order envelope for
forwarding your
orders, or telephone
ELdorado 5-3220*

h. (lower)

Exotic Hawaiian Orchids

LAVISH IN THEIR BLOOM

You can easily grow these exquisite Hawaiian Orchids anywhere indoors. Right through the summer they will bear dozens of exciting miniature Orchids of a lovely lilac-rose color. Bulb comes ready for planting. Fun to grow, a delight to give or own yourself. Simple instructions provided.

Shipped directly from Hawaii, **\$3** postpaid
Allow 3 weeks delivery

Max Schling Seedsmen • INC.

618 Madison Avenue, New York 22, N. Y.

